

Lesson Classification: UNCLASSIFIED

Lesson ID: 62904-42386

Title: MEDIA COVERAGE

Operation/Exercise Name: CARIB 95-TRINIDAD

Observed: 16 Jun 1995

Originator: C CO 8TH ESB

POC: CAPT WILLIAMS Commercial: (910)451-2622 DSN: 4842622

5. (U) OBSERVATION:
Media Coverage

6. (U) DISCUSSION:

During the deployment, we had numerous newspaper articles written about the Company. All of the Marines were told that if they were approached by a reporter, they were to direct them to the Company Executive Officer or Civil Affairs. Some of the articles were simply editorials and others were taken from interviews the newspapers had conducted with the Company Executive Officer. One of the articles in particular, from a tabloid along the lines of the National Enquirer wrote an article about the "U.S. Marines"; not one line was true. We did not bother to respond to it. The information was passed along to the MLO via our civil affairs section. However, most of the articles were positive. They were especially interested in our two women Marines. The media constantly asked to interview them. They also wanted to interview the Marine and sailor we brought with us who were originally from Trinidad. The media loved the idea of the "local boys" coming home to do good. This was a sure fire way of getting good reviews. During the course of the deployment, he had three television interviews, all by the same television station, Channel 6, a local station. We never got to see the interviews the day the station aired them, but we did get a tape from the station. All of the interviews were favorable.

7. (U) LESSON LEARNED:

All units on deployment must be able to deal effectively with the news media.

8. (U) RECOMMENDED ACTION:

Brief your troops on what they can and cannot say during interviews. If possible, bring U.S. service members from the country that you will be conducting the operation in. Expect to have an article or two written about your operation that have little truth in them. Your civil affairs section can handle these.

9. (U) COMMENTS:

None.
